



EIC APPLICATION – HOW TO APPLY

The Entertainment Industry Coalition (EIC) consists of talent and modeling agencies, casting directors, performer unions and other concerned parties in the entertainment industry. These organizations formed the EIC to help prevent unethical behaviour in the modeling and talent agency business.

The EIC has produced a 'Code of Conduct' that sets out in clear language how agents should act towards their clients. Talent and Modeling agencies that wish to join the EIC must first agree to abide by the 'Code' before becoming accepted as members. Agencies are required to satisfy the board of the EIC that they are a legitimate business with experience in the industry.

An application to become an EIC member agency includes:

- a filled out EIC registration form
- a signed copy of the EIC Code
- a copy of your incorporation papers (if applicable)
- an outline of the entertainment industry experience of the agency principals
- a list of the agency roster indicating which are ACTRA and CAEA members
- work history of the principals if they have worked for any other agencies
- letters of reference in support of your application

Applications are reviewed by the EIC Membership Review Committee comprised of:

- EIC Chair(s)
- TAMAC (Talent Agents and Managers Association of Canada) liaison to EIC
- AMIS (Acting and Modeling Information Service) liaison to EIC
- Independent Casting Director

The EIC Membership Review Committee generally meets on a quarterly basis to review membership applications and member agency compliance with the EIC Code.

Entrance into the EIC is not automatic. New agencies with inexperienced principals will have to develop a track record in the industry before being accepted. Agencies that violate the 'Code of Conduct' will lose their EIC standing.

Once an applicant is approved, the Talent Agent is then invited to attend the twice yearly EIC general meetings. If an application is rejected for operating outside the standard industry norms of the EIC Code of ethical conduct, the rejected applicant may choose to uphold the 'Code' and reapply for membership in one year's time.

Thank you for expressing your interest in becoming a member of the EIC.

The application and support materials should be returned to:

EIC, c/o ACTRA Toronto
625 Church Street, Suite 200
Toronto, ON M4Y 2G1
fax (416) 928-2852 (Commercial side fax)

For more information, please contact Karl Pruner, ACTRA Toronto (416) 928-2278.



ENTERTAINMENT INDUSTRY COALITION CODE OF ETHICAL CONDUCT

AN AGENT (or talent agent, agency, artist's manager, or personal manager) is a person, co-partnership, association, firm, corporation or any other form of business entity who or which offers to (or does) represent, act as the representative of, negotiate for and/or counsel or advise any person in or about or in connection with or relating to his or her employment or professional career as a performer in the entertainment industry.

The term agent is hereafter deemed to be synonymous with the terms: talent agent, agency, artist's manager or personal manager.

A CLIENT means any person seeking engagement as a performer/artist in the entertainment industry who has entered into an agreement with an agent providing for the rendering of agency services for such person by the agent.

The relationship between a CLIENT and an AGENT as jointly defined above is not to be considered an employer/employee relationship.

- 1) An agent will be truthful in his or her statements to the client.
- 2) An agent will represent all clients in good faith and recognize the uniqueness of the client's abilities. An agent will maintain an office, records and such materials necessary to conduct business normally deemed necessary to function as an agent.
- 3) An agent will agree to be equipped and to continue to be equipped to represent the client ably and diligently in the legitimate entertainment industry and to so represent the client.
- 4) An agent will maintain the confidentiality of all dealings on behalf of the client both during representation and after the representation has terminated.
- 5) It is not a condition of representation that an agent stipulate the photographer, printer, school or any other service provider for the client. Should an agent have any financial interest in above-named businesses, full disclosure about said interest must be provided.
- 6) An agent will not advertise to the general public for the purpose of soliciting clients through advertising placed in any form of printed or electronic media (newspapers, flyers, magazines, telephones, the Internet, fax, CD-ROM or mailings, etc.).
- 7) If an agent recommends a service provider in which they have a financial interest, it must be disclosed to the client at the time of recommendation.
- 8) An agent will not accept employment as an actor.
- 9) An agent will maintain an accessible office and telephone during all reasonable business hours.
- 10) An agent or designate will be available, at all reasonable hours, for consultation with the client.
- 11) An agent will, upon request, make available to a client or prospective client a complete and current list of clients represented by the agency.
- 12) An agent will inform the client, upon request, of any and all activities undertaken on the client's behalf.
- 13) An agent will maintain proper financial books and records.
- 14) An agent will make all books and records pertaining to a client available to the client on a regular business day upon 48 hours notice.
- 15) An agent will not commingle monies belonging to clients with monies belonging to the agent, but will keep such monies in a separate account which may be known as a 'client's account' or 'trust account'.
- 16) An agent will pay each client his or her share of all monies received on behalf of the client in a timely manner. All monies belonging to the client received by the agent shall be faithfully accounted for by the agent and promptly paid over to the client.
- 17) An agent will tell the client at the time of signing a representation agreement which deductions from the client's share of money the agent may make for expenses such as materials, photos, voice tapes, commissions and so on. However, the agent will make clear the client's option to undertake the management of any or all of his or her own materials.
- 18) An agent will inform a new client that commission due to a former agent be kept current.
- 19) An agent will use all reasonable efforts to assist the client in procuring employment in the legitimate entertainment industry.
- 20) An agent will make no claims or guarantees of employment to prospective clients that cannot be immediately substantiated.
- 21) An agent will accept no employment on the client's behalf without informing the client of his or her obligations, such as details of fees, performance credit, working conditions and so on.
- 22) An agent will negotiate terms and conditions of any employment opportunities offered in consultation with the client.
- 23) An agent will recognize and uphold the client's prerogative to refuse any and all employment opportunities offered.

I have read the Entertainment Industry Coalition Code of Ethics. This agency and I support the Code of Ethics and agree to conduct our business in accordance with its principles.

Individual Agent Name (print)

Signature

For (agency name)

Date



EIC APPLICATION

Please complete the form below and return along with your signed EIC agreement. Please fax both to fax (416) 928-2852. The EIC Board also requires a copy of your Business Registration in Ontario and other materials in support of your application. Please see **HOW TO APPLY TO BECOME A MEMBER OF THE EIC** info sheet, available at www.actratoronto.com.

Agency Name: _____

Is the agency an EIC Signatory agency? Yes No Confirmed with TAMAC on _____

Agency represents (check all that are appropriate):

- Principal Models
- Background Other: _____
- Both Principal and Background

Address _____ Suite _____

City _____ Province _____

Postal Code: _____

Tel. _____ Fax _____

email _____ website _____

Do you represent 50 or more ACTRA members (Apprentice and Full members)? Yes No

How long have you been in business?

What is your commission charge? ACTRA Non-ACTRA _____

Do you have any up-front fees?

Are you currently a TAMAC member? Yes No

Agents or key personnel to include in listing

1. _____ 3. _____

2. _____ 4. _____

Please note: Only TAMAC Agencies and EIC Signatories can be featured in the Talent Agent Guide published by ACTRA Toronto Performers and on the ACTRA Toronto website at www.actratoronto.com. For more information, please contact Karl Pruner at (416) 928-2278.